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QUALIFICATION : BACHELOR OF TOURISM MANAGEMENT	
QUALIFICATION CODE: 07 BTID	LEVEL: 7
COURSE: TOURISM QUALITY SERVICE MANAGEMENT	COURSE CODE: TQS710S
DATE: JULY 2019	SESSION: PAPER 2
DURATION: 2 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION PAPER

EXAMINER: Dr. W. Muhoho-Minni

MODERATOR: Ms. F. Haufiku

**THIS EXAMINATION PAPER CONSISTS OF 2 PAGES
(INCLUDING THIS FRONT PAGE)**

PERMISSIBLE MATERIALS

1. NONE

INSTRUCTIONS

1. Answer **all questions**.
2. Read all the questions carefully before answering.
3. Marks for each question are indicated at the end of each question.
4. Please ensure that your writing is legible, neat and presentable.

Q1

Identify and discuss the challenges of providing high quality service in the tourism industry

20 Marks

Q2

Critically discuss the four characteristics of service giving examples from the tourism and hospitality industry.

4x5 = 20 Marks

Q3.

3.1 To your understanding what is service operation management?

10 marks

10 marks

3.2

List five tactical challenges faced by service operations manager

5 x 2=10 marks

Q4.

Critically evaluate the reasons that led to the growing importance of skills and techniques in service design for service quality in tourism?

5x4=20 Marks

Q5.

Identify and briefly discuss 5 of the 8 principles of quality management.

5x4 = 20 marks